

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/09 thru 11/15. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
			THIS	WEEK			PREVIO	JS WEEK	(PREVIOUS YEAR				
Feature Rate		39.	.5% of 22	,500 stor	es	34	.6% of 22	2,500 sto	res	43.3% of 19,500 stores				
		X LA	ARGE	LARGE		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack	40	1.80	240	1.30			320	1.42			540	1.71	
G	White 18 pack			350	2.36	40	2.25	1,750	2.12			630	2.12	
U	Brown 12 pack													
L	USDA GRADE A													
Ā	White 12 pack	30	1.05	3,630	1.52	10	1.89	320	1.08	40	1.67	1,980	1.38	
R	White 18 pack			550	1.98			470	2.05	50	2.50	1,540	1.94	
	Brown 12 pack													
	USDA ORGANIC													
s	White 12 pack											370	5.41	
P	Brown 12 pack	40	4.99	190	4.27			610	4.10			250	3.61	
E	OMEGA-3													
c	White 12 pack	270	3.01	1,470	2.74	390	2.42	1,020	2.57	700	2.91	1,650	2.65	
ī	Brown 12 pack							580	2.96			180	2.38	
A	CAGE-FREE													
L	White 12 pack			330	2.57			690	2.61			140	2.11	
Т	Brown 12 pack	110	3.00	1,640	2.84			2,380	2.66			440	3.09	
Υ	VEGETARIAN FED													
	White 12 pack											130	2.00	
	Brown 12 pack	350	2.65	270	3.10	80	3.05	480	2.77	30	2.29	750	2.90	

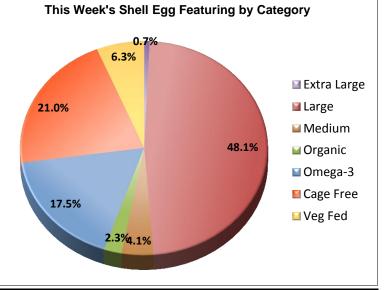
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen													
1.65	1												
1.55													
1.50					1.49								
1.45	1.4												
1.40		1.	1.39	1.37									
1.35 Oct 05-11	Oct 12-18	Oct 19-25	Oct 26-Nov-01	Nov 02-08	Nov 09-15								

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,840	2,910	4,780	Large Eggs on
Specialty	4,670	6,230	4,640	Nov-05-2012
Total (includes MD)	9,920	9,200	9,530	592.9
Special Rate 4/:	3.7%	2.5%	8.9%	up 9.4%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs picks up the pace this week as we move closer to the holiday baking season. Medium eggs are more visible and retailers are heavily promoting Large Grade A 12 pack cartons. The price of Grade A, or better, Large white eggs is sharply higher. Shoppers looking for 'no price' incentives will find a slight increase in the percentage offered. Featuring of specialty shell eggs drop lower with all types losing space in this week's circulars. Promotions for liquid shell egg products are more abundant with an increase in the presence of 32 ounce cartons. Feature activity for holiday egg nog increases this week and continues to move into the forefront.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

					_	EAST U.S.						AST U.S.		MIDWEST U.S.						
	Feat	ure Rate 1/	(CT			,NH,NJ,NY,I		. ,				C,SC,TN,VA,W\ sampled outlets	,		(IA,IL,IN,KY,MI,M					
	Activ	ity Index "	56.9% of 4,400 sampled outlets Activity Index = 3,040 (includes Medium)									0 (includes Med	33.0% of 4,000 sampled outlets Activity Index = 1,230 (includes Medium)							
	CLASS		EXTRA LARGE LARGE					EXTRA	LARGE	LAF	EXTRA	RGE								
		LASS	Price Range	Stores	Avg 3/	Price Ra	ınge	Stores	Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/		
US	DΔ	White 12 pack				1	.79	10	1.79							1.25 - 1.50	50	1.44		
	ADE	White 18 pack														1.79 - 1.99	20	1.87		
	A	Brown 12 pack									14/11/2 40									
		MEDIUM	4.00	White 1		4.05.4	0.7	440	4.54		White 12 pack	0.00 0.40	4.000 4.50	0.00 0.00	White 12 pack	0.00 4.50	700	4 44		
110	DA	White 12 pack	1.28	10	1.28	1.25 - 1	.97 1.99	410	1.54 1.99			0.99 - 2.19 1.98	1,630 1.52 40 1.98	0.88 - 0.99	20 0.94	0.88 - 1.59 1.98	720 190	1.44 1.98		
	ADE	White 18 pack Brown 12 pack				1	.99	110	1.99			1.90	40 1.90			1.90	190	1.90		
	\\			White 1	2 nack						White 12 pack	0.50 - 1.28	240 1.21		White 12 pack	1.00	20	1.00		
	-	MEDIUM		White 3		1	.99	20	1.99		White 30 pack	0.00 1.20	210 1.21		White 30 pack	1.00	20	1.00		
	USDA	ORGANIC																		
_		White 12 pack																		
S		Brown 12 pack	4.99	40	4.99	3.99 - 4	1.99	190	4.27											
E	OME	GA-3																		
c		White 12 pack	2.47 - 3.49	80	3.11	1.99 - 3	3.49	750	2.57			2.50	240 2.50	3.00	180 3.00	1.99 - 2.99	30	2.31		
1		Brown 12 pack																		
Α	CAGE	-FREE																		
L		White 12 pack	0.00	440	0.00	2.79 - 2			2.90											
Τŀ	EGE.	Brown 12 pack TARIAN FED	3.00	110	3.00	2.99 - 3	5.99	630	3.21											
Y	LGL	White 12 pack																		
		Brown 12 pack	2.50 - 3.00	350	2.65	2.99 - 3	3 49	270	3.10											
		2.0 12 paon	2.00 0.00			NTRAL U			00		SOUTHV	VEST U.S.			NORTH	WEST U.S.				
			(A	AR,AZ,CC	,KS,LA	,MO,NM,OK	ζ,ΤΧ,ι	JT)			(CA,F	H, NV)			(AK,ID,MT	OR,WA,WY)				
	Feat	ure Rate 1/	,	29.4% o	f 4,000	sampled ou	utlets				34.7% of 2,900	sampled outlets	3		51.7% of 1,200	sampled outlet	s			
		ity Index 2/	Activity Index = 1,160 (includes Medium)							Acti	ivity Index = 900	(includes Medi	ium)	Activity Index = 1,440 (includes Medium)						
110	DA	White 12 pack								1.80 40 1.80				0.99 - 1.50				180 1.24		
	ADE	White 18 pack				1.99 - 2	2.49	80	2.22			2.25 - 2.50	230 2.49			1.99 - 2.00	20	2.00		
	A	Brown 12 pack																		
		MEDIUM		White 1	2 pack						White 12 pack				White 12 pack					
	D A	White 12 pack				0.99 - 1		490	1.45			1.50 - 3.79	310 1.76			1.59	70	1.59		
US	ADE	White 18 pack Brown 12 pack				1.79 - 2	2.00	190	1.98							1.97	20	1.97		
	\ \	BIOWII 12 Pack		White 1	2 nack	0).50	10	0.50		White 12 pack				White 12 pack					
	•	MEDIUM		White 3			2.88		2.88		White 30 pack				White 30 pack					
	USDA	ORGANIC									The second									
		White 12 pack																		
S		Brown 12 pack																		
E	OME																			
c		White 12 pack												2.50	10 2.50	2.50 - 3.99	450	3.17		
		Brown 12 pack																		
Α	CAGE	FFREE														0.40 0.50	070	0.50		
L		White 12 pack Brown 12 pack				220 2	50	270	2 44			250 200	320 2.00			2.49 - 2.50 2.49 - 2.99	270 420	2.50 2.50		
T,	EGE.	TARIAN FED				2.39 - 2		2/0	2.44			2.50 - 3.00	320 2.90			2.43 - 2.39	420	2.50		
Y	LGE	White 12 pack																		
		Brown 12 pack																		
										L		://www.ams.us		L				2 of 3		

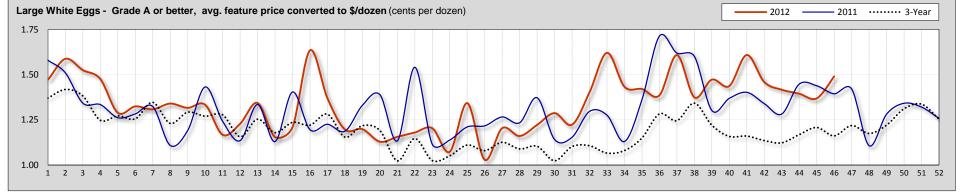


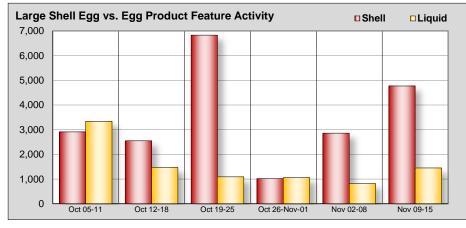
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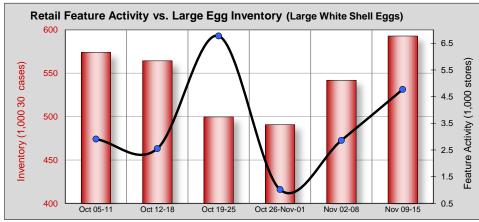
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/09 thru 11/15.

(prices in dollars per carton)

EGG	THIS	LAST	LAST	NODTL	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		MEST		
PRODUCTS	WEEK WEEK		YEAR	NORTHEAST		GOUTTLAGT		IVIIDA	ILOI	300111 CLNTRAL		300111111231		NORTHWEST			
1/ Feature Rate	5.3%	4.5%	5.0%	16.6% of 4,4	100 sampled	3.8% of 6,000 sampled		4.4% of 4,000 sampled		1.2% of 4,000 sampled		1 1.2% of 4,000 sampled		0.3% of 2,90	0 sampled	0.5% of 1,20	0 sampled
2/ Activity Index	1,450	820	2,140	Activity In	Activity Index = 950		Activity Index = 250		Activity Index = 180		Activity Index = 50		Activity Index = 10		dex = 10		
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/		
14-16 oz. crtn	940 2.40	640 2.46	1,530 2.54	1.99 - 3.00	660 2.52	1.99 - 2.50	30 2.28	2.00 - 2.28	180 2.01	2.00 - 2.79	50 2.13	2.50	10 2.50	2.99	10 2.99		
32 oz. crtn	430 4.25	150 5.04	380 4.79	3.49 - 5.99	230 4.92	3.48	200 3.48										
3 - 4 oz. cup	80 2.49	30 2.09	230 2.99	2.29 - 2.50	60 2.48	2.50	20 2.50										
2 - 8 oz. cup																	
EGG NOG	THIS	LAST	LAST	I NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST			
EGG NOG	WEEK	WEEK	YEAR														
1/ Feature Rate	17.6%	12.9%	31.8%	25.3% of 4,4	100 sampled	6.5% of 6,0	00 sampled	6.2% of 4,00	6.2% of 4,000 sampled		18.1% of 4,000 sampled		31.9% of 2,900 sampled		00 sampled		
2/ Activity Index	4,010	2,620	7,730	Activity Inc	Activity Index = 1,100		Activity Index = 390		Activity Index = 300		Activity Index = 300 Activity Index = 720		dex = 720	Activity Index = 930		Activity Index = 570	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3	Price Range	Stores Avg 3/	Price Range	Stores Avg 3	Price Range	StoresAvg 3/		
32 ounce	2,970 2.46	2,590 2.45	3,560 2.48	1.99 - 3.49	800 2.83	1.50 - 2.69	370 1.83	1.98 - 3.00	180 2.47	1.99 - 2.99	480 2.48	2.50 - 2.99	620 2.55	1.79 - 2.50	520 2.23		
64 ounce	1,040 3.41	30 4.09	4,170 3.60	3.98 - 4.69	300 4.16	3.99	20 3.99	2.99 - 3.69	120 3.38	2.99 - 3.00	240 2.99	2.99 - 3.00	310 3.00	2.98 - 3.49	50 3.40		







Note: See page 1 for explanatory notes.